MUST BE A SMOKER, 21 YEARS OF AGE OR OLDER TO ENTER.

NO PURCHASE NECESSARY.

Official Game Pieces have been distributed nationally in Fall 1997 issues of selected magazines and by mail to 1.8 million smokers. Alternatively, you may receive one Game Piece by writing on a plain piece of white paper your name, home address, home phone number, birth date, and the signed, handwritten statement, "I certify that I am a smoker; that I am 21 years of age or older, and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me by mail. I understand that giving false information in order to accept these offers may constitute a violation of law," and send it to Camel Spotting, PO Box 5741, Norwood, MN 55583-5741. Limit: one request per envelope, per household. Requests will be honored while supplies last and must be postmarked by 11/15/97.

How to play: Take your Camel-shaped Game Piece to any one of the 75,000 participating tobacco retailers and look for the Camel point-of-sale display. Slide the reverse side of the Camel's head behind the red "Camel Spotting" filter to reveal a special prize symbol. Match the symbol to the prize shown on the front of the display. If you are the winner of a free pack, you may sign the smoker/age certification on the back of the Game Piece and give it to the retailer for a free pack of Camels. Grand, 2nd and 3rd prize winners should call 1-800-227-2775 for redemption instructions. Prize claims must be postmarked by 12/31/97 and received by 1/15/98. Should you have problems locating a participating retailer in your area, you may call 1-800-227-2775 for additional information.

This promotion begins 10/1/97 and is limited to legal residents of the 50 United States (D.C. included) who are smokers and are 21 years of age or older, except employees of the sponsor of this promotion, R.J. Reynolds Tobacco Company, its affiliates, subsidiaries, advertising and promotion agencies and the immediate families of each. All federal, state and local laws and regulations apply. Offer void in MA, MI, MN, UT, VA and wherever prohibited by law. Prize delivery limited to the United States only.

All unclaimed Grand, 2nd and 3rd Prizes will be awarded in a Second Chance Drawing to be held on or about 2/6/98. To enter the Second Chance Drawing, complete the "2nd Chance Sweepstakes" entry form that accompanied the Game Piece with your name, address and phone number, read and sign the smoker/age certification, enclose in a stamped envelope and send to Camel Spotting Second Chance Drawing, PO Box 5795, Norwood, MN 55583-5795. Entries must be handwritten and are limited to one per stamped envelope. Second Chance Drawing Entries must be postmarked by 1/15/98 and received no later than 1/30/98. Winners of the Second Chance Drawing will be notified by mail by 3/10/98. Odds of winning the 2nd Chance Drawing depend on the number of Grand, 2nd and 3rd prizes previously claimed and the number of eligible entries received.

Game materials and submissions are subject to validation by a judging organization. By taking part in this promotion, participants agree to be bound by these rules and by all decisions of the judging organization, whose decisions are final with regard to all aspects of the Game. You are not a winner of a Grand, 2nd or 3rd Prize until you receive official notification from the judging organization that your prize claim has been validated.

Sponsor will not acknowledge receipt of or confirm eligibility or ineligibility of any Game Piece submitted. Sponsor will not return ineligible Game Pieces. Game Pieces that have been reproduced or altered in any way, obtained outside legitimate channels or contain printing, production, typographical or other mechanical errors are void, and recipients agree to release Sponsor from any and all losses, claims or damages that may result. In the event production, seeding, printing or other errors cause more than the stated number of prizes of any category to be available or claimed, Sponsor reserves the right to award the stated prizes in such category in a random drawing among eligible prize claimants. All materials submitted become the property of Sponsor and will not be returned.

Provisional Grand and 2nd Prize Winners will be required to complete and return within 20 days of delivery an Affidavit of Eligibility/Release of Liability/Publicity/Prize Acceptance form. Noncompliance within the 20-day time period or the return of any provisional prize notification as undeliverable may result in disqualification. Acceptance of prize offered constitutes permission to use winner's name, biographical information, and/or likeness for purposes of advertising and promotion without further compensation, unless prohibited by law. By claiming a Grand or 2nd Prize, winners agree that R.J. Reynolds Tobacco Company, its parent and the judging organization and their respective officers, directors, employees and agents shall have no liability for any injuries, losses or damages of any kind (including death) resulting from acceptance, possession, participation in or use of any prize. No substitution, transfer of prizes, or election of cash in lieu of prize will be permitted except as provided below or at the sole discretion of Sponsor. All federal, state and local income and other taxes on prizes are solely the responsibility of the winners. In the event of prize unavailability, Sponsor reserves the right to substitute a prize of equal or greater value.

Prizes Available: 10 Grand Prizes: Deluxe* round trip airfare and 5 nights accommodations for two including $2,000 spending money to Cairo, Egypt (approximate retail value: $20,000 each). Winners may select a $20,000 cash alternative in lieu of the Grand Prize. 10 2nd Prizes: Deluxe* round trip airfare, 3 nights accommodations for two including $1,000 spending money to winner's choice of one of the following US cities: New York City, Los Angeles, or Miami's South Beach (approximate retail value: $4,000 each). Winners may select a $4,000 cash alternative in lieu of the 2nd Prize. 10,000 3rd Prizes: One Sony CD Discman® portable CD player (approximate retail value: $101 each). 22,772,665 4th Prizes: One free pack of Camel Cigarettes (approximate retail value: $2 each). Total approximate retail value of all prizes available: $46,795,330. Prizes will be delivered by 12/31/98. 32,332,380 Game Pieces will be distributed.

* Minimum of coach class, business class if available.

Travel must be completed by 12/31/98. Restrictions and blackout dates may apply. Accommodations are subject to availability and change without notice. Trip companions must also sign and return a liability/publicity release prior to travel. Taxes, tips, alcoholic beverages, ground transportation and all other expenses not specified herein are solely the responsibility of winners. Air transportation will originate from major airport nearest winner's home location. All hotel lodging is one-room double occupancy.

Approx. Odds of Winning: Cairo trip for 2 (Pyramid symbol), 1:3,233,238. US City trip for 2 (Glass symbol), 1:3,233,238. Compact CD Player (CD symbol), 1:3,233. Free Pack of Camel (Pack symbol), 1:1.42.

For a list of winners (available after 3/31/98) send name and address by 3/31/98 to Camel Spotting Winners List, PO Box 5609, Norwood, MN 55583-5609.

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

SECOND CHANCE SWEEPSTAKES ENTRY FORM

NO PURCHASE NECESSARY

All unclaimed Grand, 2nd and 3rd Prizes will be awarded in a Second Chance Drawing to be held on or about 2/6/98. To enter the Second Chance Drawing, complete the form below, read and sign the smoker/age certification, enclose in a stamped envelope and send to Camel Spotting Second Chance Drawing, PO Box 5795, Norwood, MN 55583-5795. Entries limited to one per stamped envelope. Second Chance Drawing Entries must be postmarked by 1/15/98 and received no later than 1/30/98. Winners of the Second Chance Drawing will be notified by mail by 3/10/98.

MUST BE A SMOKER 21 YEARS OF AGE OR OLDER TO ENTER.

First Name ☐☐☐☐☐☐☐☐☐☐☐☐☐☐ M.I. ☐ Last Name ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Street Address ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ Apartment # ☐☐☐☐☐☐

City ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ State ☐☐ Zip ☐☐☐☐☐

Daytime Phone ☐☐☐ ☐☐☐ ☐☐☐☐ Male ☐ A Female ☐ B C

(Area Code) Phone Number

ENTRY FORM WILL NOT BE PROCESSED WITHOUT SIGNATURE AND BIRTHDATE (required).

What is your birthdate? (required) ____ / ____ / ____ (month) (day) (year) Today's date? ____ / ____ / ____ (month) (day) (year) 20 705 01939

I certify that I am 21 years of age or older, and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.

Signature (required) _____ (First) (Middle Initial) (Last)

ONE ALTERNATE ENTRY PER STAMPED ENVELOPE. OFFER VOID IN MA, MI, MN, UT, VA AND OTHER LOCALES WHERE PROHIBITED BY LAW.

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER.

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Source: https://www.industrydocuments.ucsf.edu/docs/zrln0004

CAMEL spotting

One hump, four legs and over one million prizes.

The Camel you see here could be your ticket to one of these cool prizes:

GRAND PRIZE (10 Winners)
A trip for 2 to Cairo, Egypt where you can spot live Camels. Includes airfare, five nights hotel accommodations and $2,000 cash.

2nd PRIZE (10 Winners)
Weekend for 2 to tour some of the hottest night clubs in NYC, LA or Miami's South Beach — your choice. Includes airfare, three nights hotel accommodations and $1,000 cash.

3rd PRIZE (10,000 Winners)
A Sony Discman® Portable CD Player.

4th PRIZE (Over One Million Winners)
A FREE pack of Camel.

TAKE YOUR CAMEL TO A PARTICIPATING STORE BEFORE NOVEMBER 15 AND FIND OUT IF YOU'VE WON.

Look for Camel Spotting signs at a store near you. Problems spotting a participating retailer? Call 1-800-227-2775. See back for full details of prizes and SECOND CHANCE SWEEPSTAKES.

Offer void in MA, MI, MN, UT, VA and other locales where prohibited by law.

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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

CAMEL LIGHTS

11 mg. tar, 0.9 mg. nicotine av. per cigarette by FTC method

Source: https://www.industrydocuments.ucsf.edu/docs/zrln0004